THE JOURNEY TO CREATE THE MOST CONSUMATELY SNAZZY-FANTASTIC PIECE OF POLITICAL PROPAGANDA THAT HAS PROBABLY EVER EXISTED

VOTE
BUNNYLORD
201X

"Vote for me and win a free kid"
— BunnyLord

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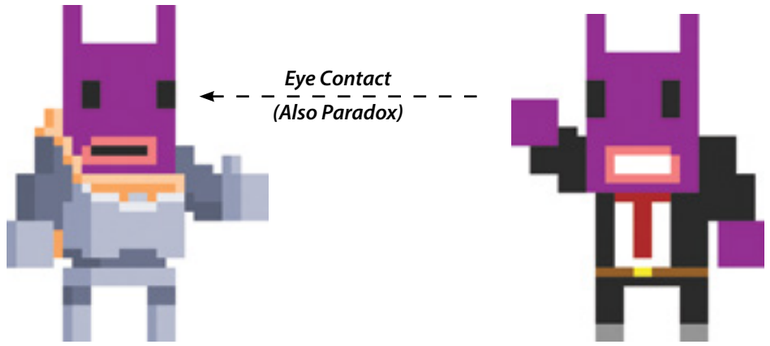


LOOKING BACK AT THE FUTURE

The Bunny's Beginnings

Bunnylord is from a doomed future. Everything has gone wrong, and *ApfelSoft4000*, a supercomputer designed for the preservation of Earth has identified not having a decent mayoral candidate elected in 201X as the main issue.
The galactic council of Earth determines that sending Bunnylord back in time to get elected mayor is the only way to save the Earth.

Unfortunately, time travel is a bit of a dick. Bunnylord and the Galactic Council have made over 12,000 attempts to go back in time and get elected.
All have failed.

In fact, ApfelSoft4000 has identified only 2 remaining routes that might succeed:

Giving everyone zucchinis, or killing crime.

They've opted for killing crime.

WHAT HAS HAPPENED

The Path Travelled

"Those who do not learn from the future are doomed to repeat it."

BunnyLord has made many attempts to save the world from limited edition[3] death, and took note of some of the more tedious ends to mankind and what short-sighted solution lead to it. Here they are, in this logically laid out infographic.

Remove clouds.
More sunshine.
Teach everyone to swim.

Same problem, but with mutant sharks eating everyone.

Ban all immigration?

Decommissioning of all weapons and armies for global peace?

Solve cold fusion!

Side-effect of vaccine is zombies

Deregulate the financial sector?

New ice age

Mass poverty, riots, general death

...same again, cure blindness this time.

Free Ham??

The one child died
Humans extincted

Icecaps melt, a lot of drowning

Send everyone into space

Localised diseases & first-rate sadness

Solve cold fusion, install space laser to melt ice

Alien invasion 2 days after all weapons were fired into the sun

Make sure everyone eats their fruit & veg

Ham

The 'One Child' policy!

Space laser blinds everyone on earth

Evacuate Earth, move to colonies on the moon!

Ship hijacked near Saturn. Humanity enslaved by aliens

Make everyone share their feels in online diaries?

Moon is 81% poison, everyone dies

Global death war.

Civilization crushed between enormous folds of fat

Make the poor... not poor?

Remove clouds.
More sunshine.
Everyone happy.

Focus on mediocre renewable energy!

Vegetables become sentient and devour mankind

Infinite Milkshakes!!

Wind turbines pushed the earth into orbital decay

Cure all disease?

KILL ALL CRIME?
Bunnylord's campaign begins...

Zombies again...

The poor spent vast wealth on weapons of fair destruction

KEY

Proposed Solution
Consequence
TIME TRAVELS FORWARDS
TIME TRAVELS BACKWARDS

BUNNYLORD'S PROMISE TO YOU

The Manifesto

— *Kill crime* in it's obnoxious face

— Reduce *illegal* badger[7] fisting

— Stop the economy from being a *cock*[13]

— *Plant* more trees

— *Tree* more plants

— Let everyone know how *snazzy*[3] *fantastic*[9] I am

Upon arriving in the time which can only be referred to as the presently non-future present, BunnyLord had to form a mysterious[3] crime fighting initiative.

Of course, no one had heard of him so no one wanted to join the team. He'd need a real low-life do-nothing non-hero willing to kill people for almost reason - that brilliant non-hero was the dumbskull[13] Steve.

With his new best friend and campaign manager by his side, it wouldn't be long before other sh*tty[9] losers joined him and formed the best most funnest club ever.

There's more to these non-heroes than meets the eye though - for example, Steve's face. It's a balaclava, not a Beard. He does have a beard under that balaclava, but you can't see it.
Who knew?!

Steve with his balaclava on.

Steve with his balaclava off.

The 'not-so' Heroes

BUNNYLORD'S FUN CLUB

STEVE

Originally called Willis, Steve was our prototyping character. He's the first one to get his voice acting recorded, and while his reload isn't the snazziest looking, he's still the bestest.

CLETUS

Cletus is a man with a nationality issue; originally American, he decided that he was Scottish. Shortly afterwards he realised that he's British, pretending to be Scottish.

SAMANTHA

A certified Welsh sage accountant, Samantha loves to spend her free time letting off some steam in the form of merciless killing.

JESUS

An overly sexualised spandex-wearing spaniard, Jesus enjoys his murder with a side of unstoppable hip-thrusting.

MIKE

The only northerner in the club, Mike, is a simple man with simple needs - stabbing people and blowing their pretty faces off too.

STANLEY

One of South-East London's finest, Stanley stores all of his goods in his sweet 'fro - in fact, there's not much 'fro up there. It's mostly uzi clips & sharp things.

CLIVE

A classy gentleman of loud, unforgiving murder and chain smoking. The chances of Clive actually being your father are quite high, as are his chances of having lung cancer.

RONALD

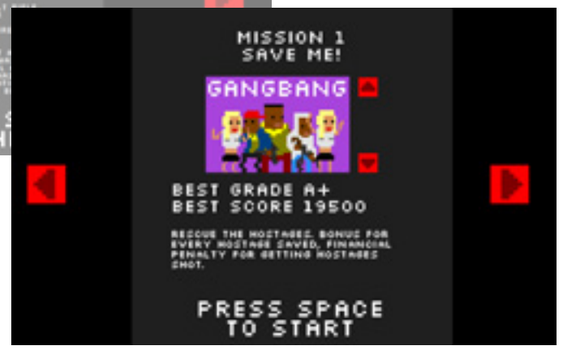
A failure of an old lonely man, Ronald dresses up in patriotic clothing to mask his positive murdering under brilliant justice. Don't let the cape mislead you - he full-on can't fly.

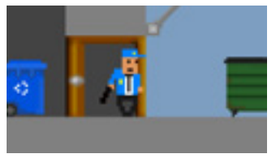
KIMMY

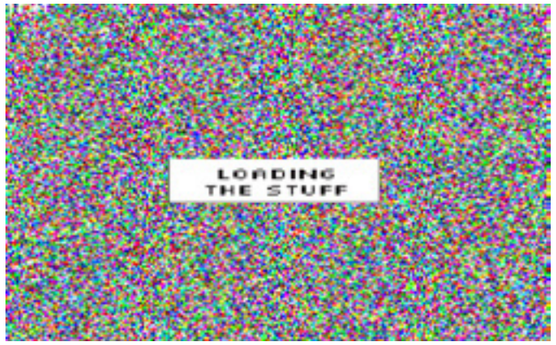
The rudest English-Vietnamese rude-girl in Deptford, Kimmy is not one to mess with. Because she has an uzi and a katana. Both of those can like, fully kill you real bad.

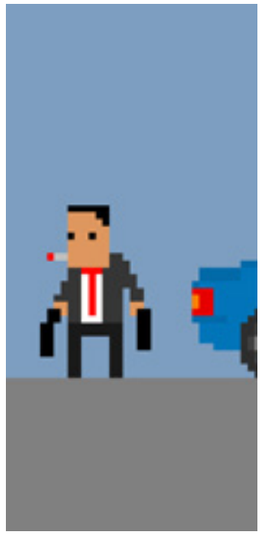
Fun Club Rules:

1. *You don't talk about fun club.*
2. *Milkshakes are encouraged at all times.*
3. *Don't draw pictures of the funclub in your notebooks.*
4. *Wear suitable socks.*
5. *Please refrain from bringing pythons to the premises.*
6. *Only Ronald can play the arcade machine.*
7. *Don't touch the cat.*
8. *Children must be kept on a leash or left outside.*
9. *No dogs under 3ft tall.*









A VIDEO GAME TO INFORM IGNORANT VOTERS

The Prototype

Not a Hero was built as a mediocre[10] prototype in 2012 called UR NOT A HERO. Seeing its potential to capture the minds of voters everywhere, we decided to adapt it to spread BunnyLord's message of love and finger-banging[11] crime.
It had to go through some drastic changes first, but we were happy to keep and work with parts of it.

The cover mechanic was downright[19] sexy[9], and Clive was utterly[19] gorgeous[3] so they could stay. The snazzy[3] cover mechanic wasn't entirely clear in a 2D world however, and the doors made literally no sense at all - not even in the sh*tty[9] 3rd dimension.

Lame[9] problems need mind-boggling[28] solutions though, and luckily we knew some perspective-blasting[11] suckers[22] who wanted to help...

18 °

INTRODUCING ISO-SLANT

The Revelation

Yesterday's technology... tomorrow!

18 °

At ISO-Slant™ we combine 25 years of internal research into visual apprehension with our patented VFX engine to create an entirely different perspective; 2¼D.

Using our patented 18-degree© tilt ISO-Slant technology allows consumers to look almost-directly into another world at a tastefully skewed angle. This allows for more depth and clarity in your projects without sacrificing that contemporary pixelated 2D aesthetic that gamers clearly want rather than 3D or VR.

The quest for 2¼D is a well-documented academic and industrial pursuit, perplexing nobel prize winners and leading games designers alike. ISO-Slant's CEO Charles Hurst is optimistic about the future;

"Keeping this technology under wraps for 25 years has not been easy, I am humbled to be the one to announce the new perspective that will change the way Video Games and Film industries work forever"

Charles Hurst, CEO

To arrange a Demonstration of ISO-Slant technology at your office please call: ***+44 0208 692 0900***

For Press Enquiries please contact: ***info@iso-slant.com***

To help keep people up to date with our developments we're using a new social network site 'Twitter'. Read our 'tweets' at ***https://twitter.com/@isoslant***

How we found tranquility at *18 degrees...*

Overclocking your personal computer's processor and injecting the ISO-Slant engine into your machine-hole, a 4D world is created and through an intricate process compressed into a 1/4D plugin. This combined with our 2D engine and tuned to an 18° angle was the perfect solution, but things could have gone differently...

Omniscislant was an early experiment in which all sides of everything are simultaneously visible. This led to a couple of deaths and one tester ascended to a greater being through escaping the restrictive, cumbersome human mind.

Learning from this incident, we reduced the cubism levels to create **Tri-Tile**. This just looked silly, which is one thing that you don't want in a very serious political shooter like Not A Hero.

This is when we discovered **ISO-Slaaaaaant**. It's infinite depth started a small war somewhere in 1836 however, so we had to drop 5 a's to create...

ISO-Slant, the epitome of isometric slantism. The team rejoiced, for our tester's deaths and ascention to mega-beings were not in vein. We had what we needed to create a piece of political marketing. What a great thing to die for.

A word from John,
our fleshy[3] stupendous[9] creative director/code-man:

"ISO-Slant uses tiles that aren't square. This totally fucks everything, as the entire editor for the game relies upon things being built in squares. Not fucked up little paralellograms.

"It's good that our artist Jake is good at drawing or he'd just be some guy who fucked up my workflow.

"Ultimately what it means is that you need TONS more tiles to draw the things you want, because you have to keep accounting for the fact that certain tiles need to overlap to look correct."

ISO-CAN'T

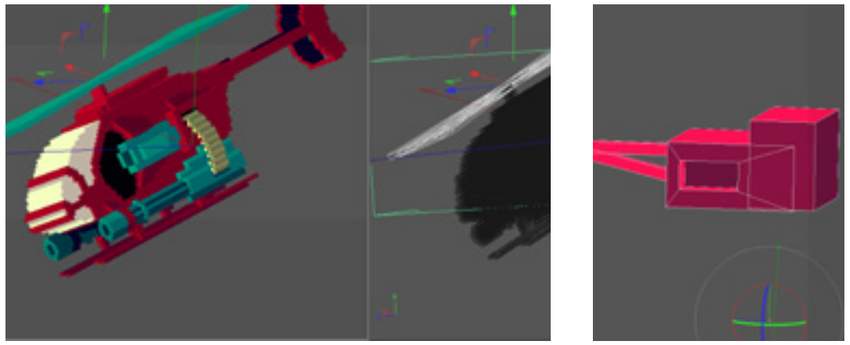
The 'not-so' Revelation

As we learned from BunnyLord's journey through time and space, space and time, space-time and also time-space, the perfect[9] solution never comes without a ghastly[24] consequence. We had to adapt the 2D world into a 2¼D world whilst sticking within the confines of a 30*30 pixel grid and rules of 5th-world physics.

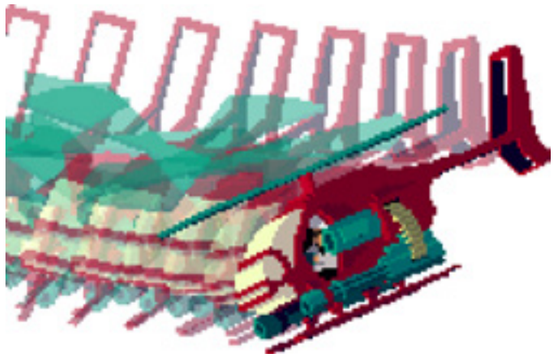
Layering was one issue which was solved by adding more and more tiles to our state-of-the-heart level editor. We also wanted to do some snazzy shit to give the game more visual depth, and not-so-simply having things rotate was one way to do that.

Once objects were planned out in uninspired[26] 2D, much like the ISO-Slantification process we almost-pointlessly recreated them in naughty[3] 3D. Using a camera rotated such that the glorious ISO-angle was apparent, the objects were wined, dined amd exported into a brilliant[10] sprite sheet. Slapping these on top of our 2.25D world complete the process.

Concept



3D-ified



Compressed to 2¼D

In First-Rate Engine

привет от

VODKAVILLE

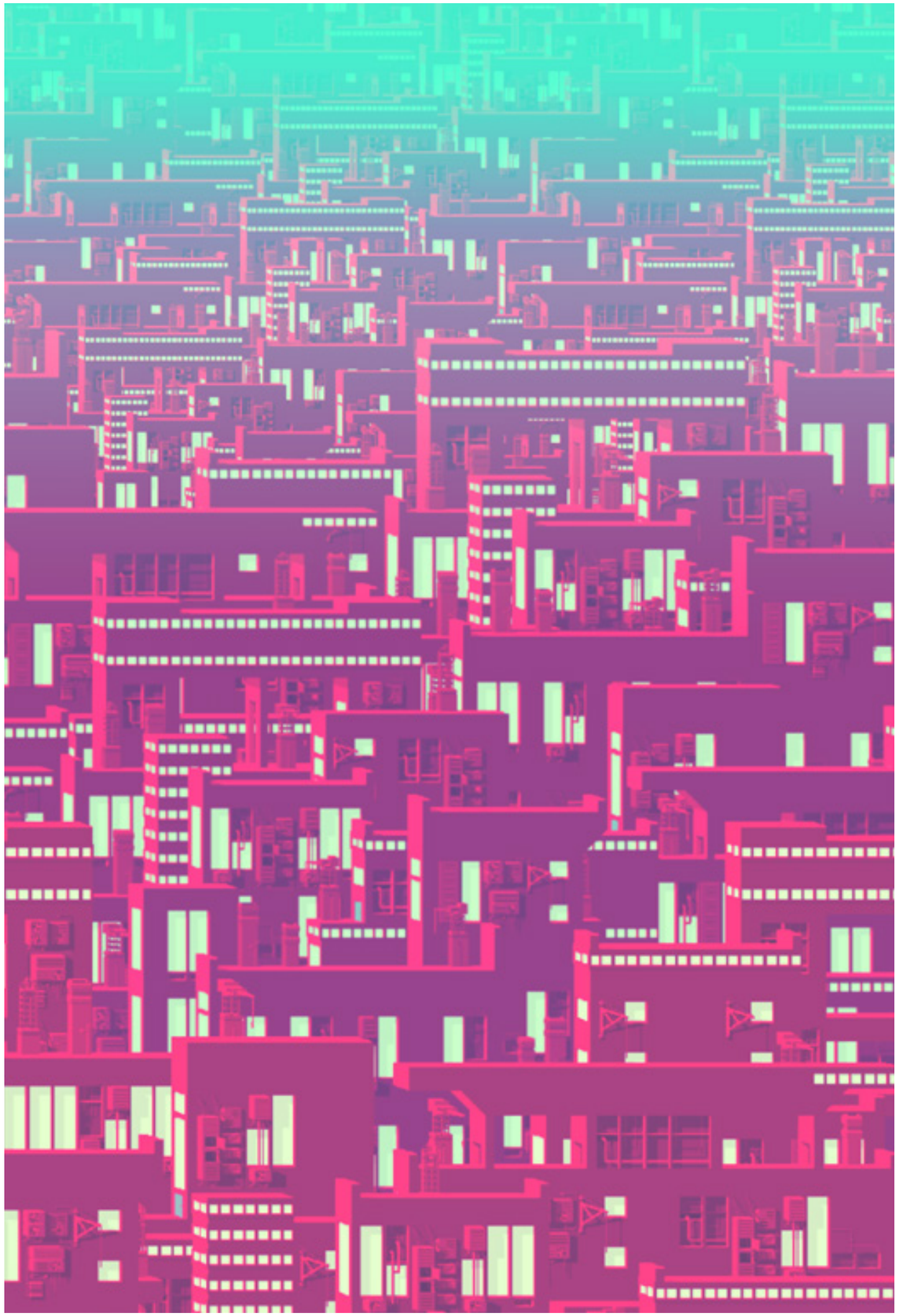
RUN BY BOGDAN NABATOV

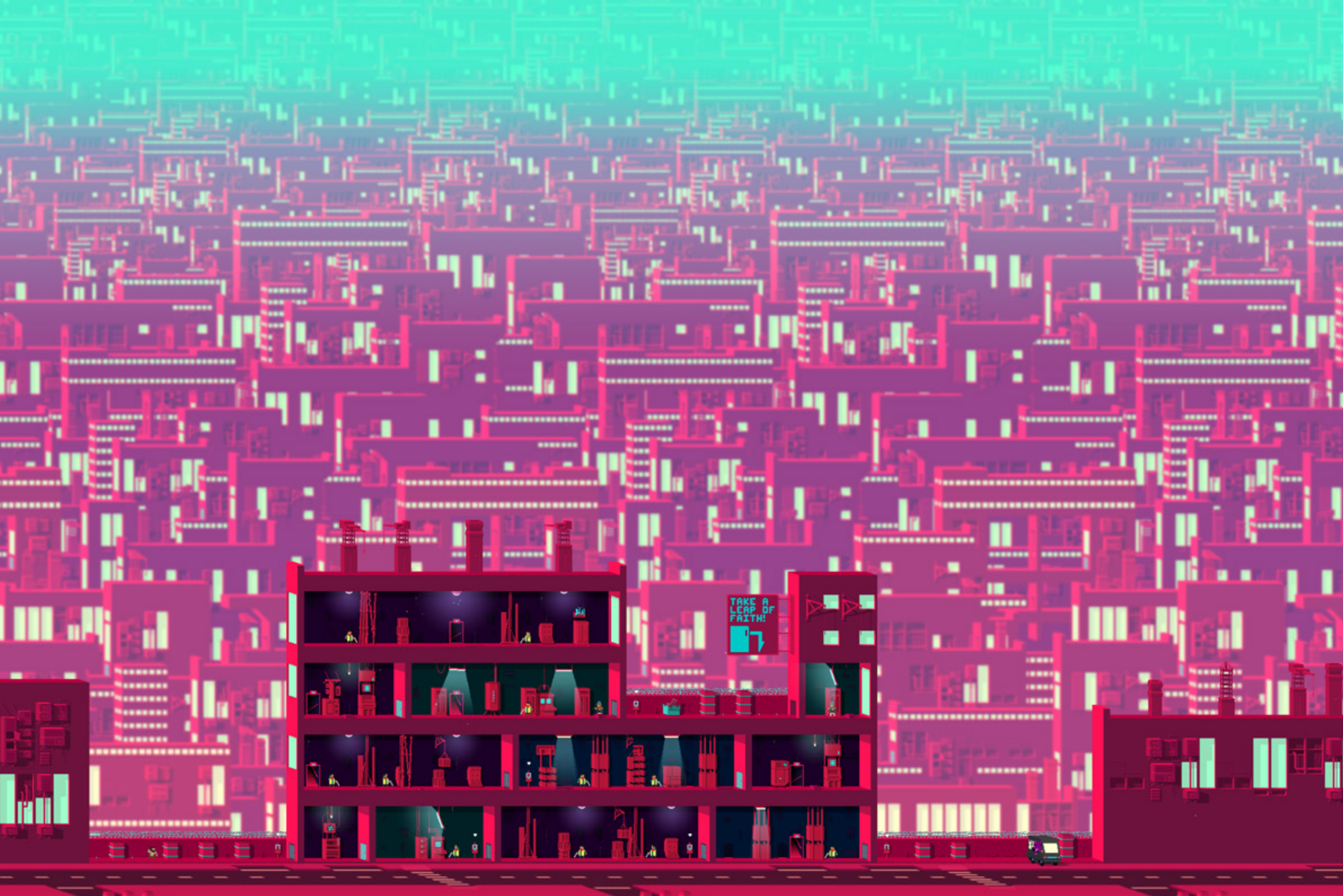
Population is 13,000
Colour's somewhere around #ed2558■
Crime Rate: 56%

—

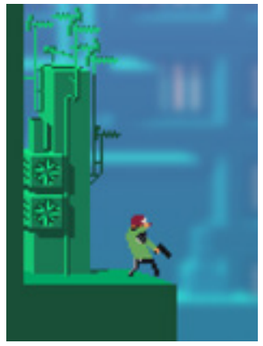
Vodkaville is The City's industrial district, made up almost entirely of warehouses and factories. It's presided over by Bogdan Nabatov, the manager of Bogdan's Shipping and Extortion Company.

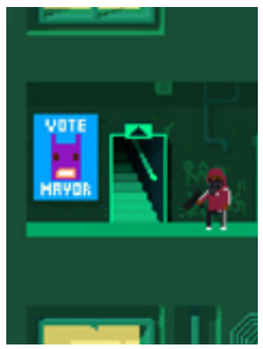
Bunnylord's primary objective in Vodkaville is to take down Bogdan's illegal businesses, establish a good campaign base by winning the population over with some awesomely heroic acts and murder Bogdan for that thing that happened with the cake.

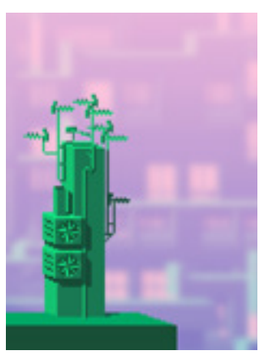



TAKE A
LEAP OF
FAITH!

BUNNYLORD
CUTTING
GUN CRIME IN
YOUR
NEIGHBOURHOOD







Welcome to...

BREDRIN PARK

ILLEGALLY OWNED BY UPGRAYDD

Population is 36,000
Colour's something like #14f58c ■
Crime Rate: 95%

—

Based on South London. It's The City's down trodden district. It's awash with drug crime and criminal drugs. Now, while Bunnylord might think that drugs are 4 different flavours of super excellent, Voters don't like drugs.

So Bunnylord needs to shut down Upgraydd's drug business, wipe out the dealers, and win over the community at a grass-roots level. Probably with some mediocre posters.

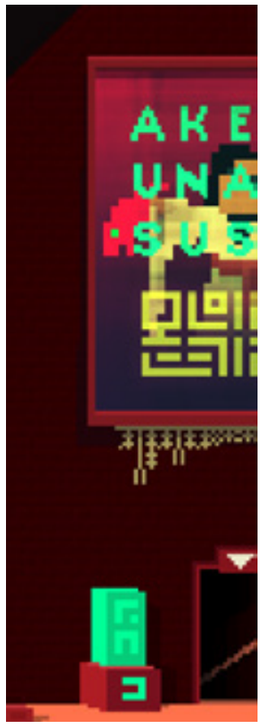
Loud Neighbors?
DRILL + BOMBS!

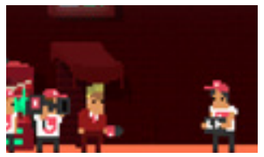
TAXI
TAXI

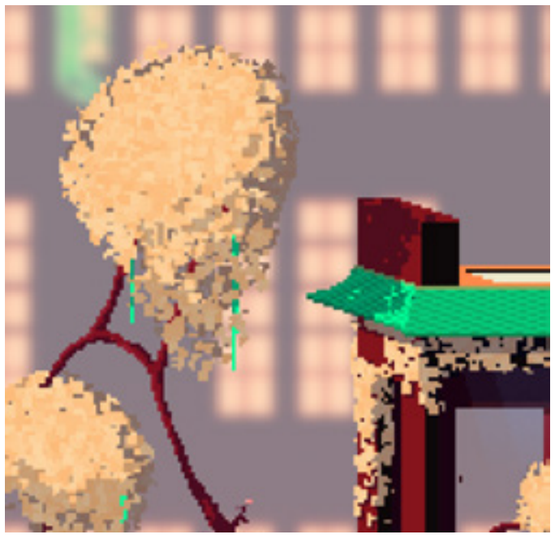
これは

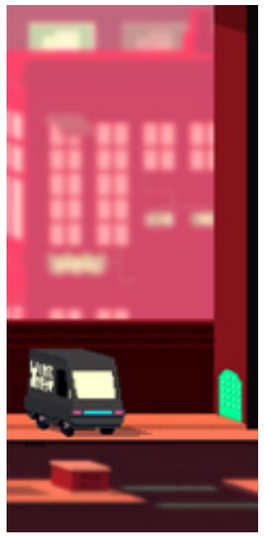
SUSHI CENTRAL

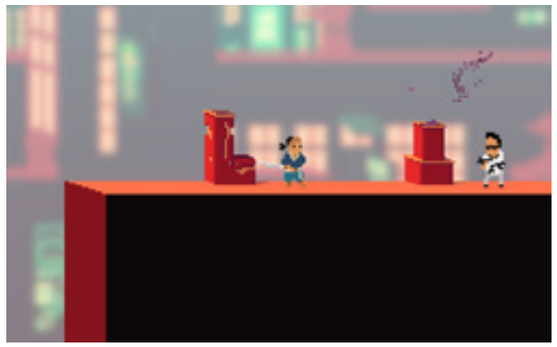
BELONGS TO AKEMI UNAGI

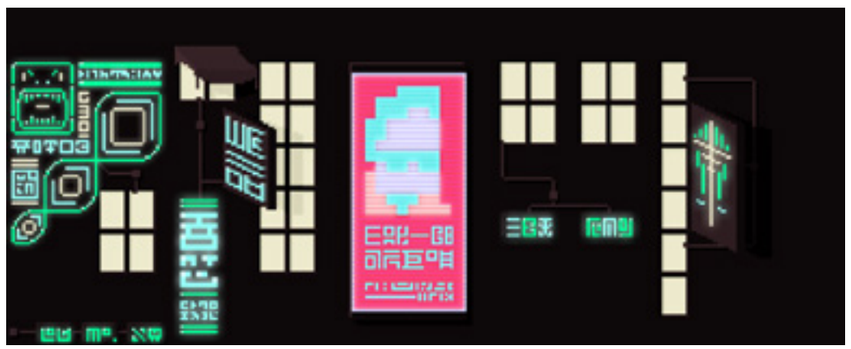












Population is 47,000
Colour's probably around #14f58c ■
Crime Rate: 43%

—

Sushi Central is The City's pan-asian-stereotype district. The area is presided over by Akemi Unagi, a famous sushi chef and ruthless yakuza triad gang boss.

Bunnylord's objective in this district is to dishonour Akemi, shut down her sushi business and kill her to death in a heroic samurai sword battle.

DON'T TOUCH

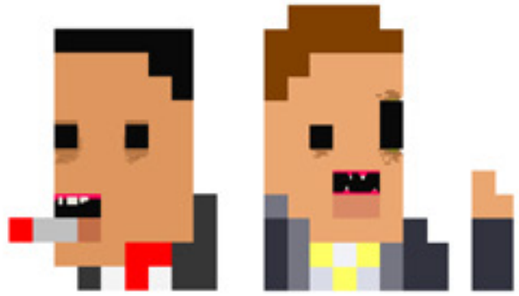
SECRET
BUSHIDO
SCROLL

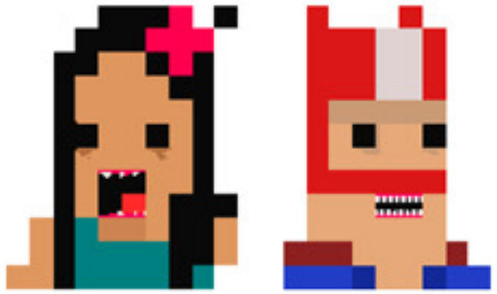
OLD STUFF

The Cuts

Getting Not A Hero to its current state took a lot of messing about and a lot of blowing Fork Parker's developer-exploitation funds. Here are some prototype and cut characters, as well as an earlier attempt at briefings and passable[26] vehicles.

Some Prototype Sprites





Alpha Briefings involved these beauties.

Earlier versions of the gunship & campaign vehicles

When BunnyLord enlightens you with his infinite wisdom you don't know whether the next word will be Splendid[9] or Nonsense.[5] Perhaps this reference guide will help out.

VOCABUGLOSSARY

The Idiolect

1
Slap
Punch
Kill
Stab
Elbow
Poke
Burn
Surprise
Kick
Uppercut
Impale
Shoot
Jab
Kick
Roundhouse kick
Beat
Dive kick
Hadouken
Uppercut
Dropkick
Tickle
Slam
Poke
Hit
Smash
Batter
Curb stomp
Jab
Dragon fist
Slide tackle
Judo fist

2
Owl gang
Candy dealers
One-eyed pirates
Cat-face gang
Scrotobiker gang
Paramilitary
Agnostic fundamentalists
Sexy terrorists
Badder bad guys
Arms dealers
Bad guys
Jello mafia
Spongy death squad
Crooked police
Secret service
Criminal underworld
Breakdance assassins
Wet orphans
Cutest ninja squad
Robo death pussies
Sketchy drain dwellers

3
Gorgeous
Sexy
Ugly
Snazzy
Mysterious
Ridiculous
Nasty
Badass
Shiny
Dirty
Cute
Delightful
Salty
Naughty
Freaky
Weird
Stinky
Snazzy
Crazy
Revolting
Filthy
Massive
F*cked up
Grizzly
Mad
Brand new
Limited edition
Prize winning
Next level
Fat
Fleshy

4
A gorgeous
A sexy
An ugly
A snazzy
A mysterious
A ridiculous
A nasty
A badass
A shiny
A dirty
A cute
A delightful
A salty
A naughty
A freaky
A weird
A stinky
A snazzy
A crazy
A revolting
A filthy
A massive
A f*cked up
A grizzly
A mad
A brand new
A limited edition
A prize winning
A next level
A fat
A fleshy

5
Misery
Glory
Freedom
Fun
Joy
Happiness
Sadness
Doom
Peace
Excitement
Death
Wasps
Enlightenment
Disease
Shame
Nightmares
Terror
Retribution
Justice
Ecstasy
Sex
Injustice
Genocide
Trouble
Strife
Nonsense
Nothing
Bees
Paranoia
Pain
Suffering

6
Beheaded
Killed
Murdered
Slammed
Damaged
Tickled
Hurt
Choked
Destroyed
Kicked
Fondled
Hoofed
Vanquished
Crushed
Drop kicked
Flicked
Licked
Dive kicked
Falcon punched
Dragon kicked
Flykicked
Elbowed
Mutilated
Shot
Annoyed
Karate chopped
Smashed
Ninja slapped
Stabbed
Slashed
Slapped

7
Frog
Dog
Cat
Fish
Man
Banana
Pigeon
Monkey
Hippo
Wombat
Mechanoid
Hamster
Ninja
Falcon
Beetle
Spoon
Badger
Fox
Hostage
Gerbil
Turtle
Chicken
Pig
Cow
Unicorn
Manatee
Mudkipp
Dust bunny
Mouse
Pigeon
Robot

8
A frog
A dog
A cat
A fish
A man
A banana
A pigeon
A monkey
A hippo
A wombat
A mechanoid
A hamster
A ninja
A falcon
A beetle
A spoon
A badger
A fox
A hostage
A gerbil
A turtle
A chicken
A pig
A cow
A unicorn
A manatee
A mudkipp
A dust bunny
A mouse
A pigeon
A robot

9
Bad ass
Terrible
Horrible
Sh*tty
Dreadful
Splendid
Mediocre
Brilliant
Stupid
Sexy
Perfect
Stupendous
Shameful
Delightful
Horrific
Wicked
Dangerous
Comical
Boring
Legendary
Hilarious
Wicked
Lame
Tedious
Funky
Super
Spangly
Fantastic
Rubbish
Childish
Retarded
Epic

10
A bad ass
A terrible
A horrible
A sh*tty
A dreadful
A splendid
A mediocre
A brilliant
A stupid
A sexy
A perfect
A stupendous
A shameful
A delightful
A horrific
A wicked
A dangerous
A comical
A boring
A legendary
A hilarious
A wicked
A lame
A tedious
A funky
A super
A spangly
A fantastic
A rubbish
A childish
A retarded
An epic

11
Shooting
Executing
Murdering
Touching
Blasting
Dive kicking
Strangling
Destroying
Dragon punching
Dry-humping
Assassinating
Finger-banging
Annihilating
Eliminating
Maiming
Capturing
Stabbing
Hunting
Stalking
Kissing
Heavily criticising
Riding
Burning
Dismembering
Hurting
Torturing
Sacrificing
Fighting
Managing
Battering

12
Ears
Legs
Hands
Nipples
Toes
Eyes
Genitals
Ass
Wrists
Kidneys
Legs
Testicles
Eyelids
Ankles
Intestines
Thumbs
Teeth
Ballsacks
Sexual organs
Fingers
Shins
Spine
Elbows
Buttocks
Facial area
Eyes
Butt
Forehead
Guts
Brains
Knees

13
Willybag
Douchebag
Poop stain
Toe licker
Retard
Cock
Idiot
Ass hat
Fart jabber
Dingdong
Douchebag
Tardbag
Inbred
Ballbag
Fecktard
Dumbskull
Doodoo head
Cockstump
Tard bag
Feck-pig
Bumbaclat
Fartsack
Douche
Numbskull
Buttwipe
Nerd
Dweeb
Tardcake
Butt-flap
Piss-flap
Smeg head

14
A willybag
A douchebag
A poop stain
A toe licker
A retard
A cock
An idiot
An ass hat
A fart jabber
A dingdong
A douchbag
A tardbag
An inbred
A ballbag
A fecktard
A dumbskull
A doodoo head
A cockstump
A tard bag
A feck-pig
A bumbaclat
A fartsack
A douche
A numbskull
A buttwipe
A nerd
A dweeb
A tardcake
A butt-flap
A piss-flap
A smeg head

15
Too much
On tuesdays
All week
Sometimes
All the time
On fridays
At the weekend
A little
A lot
In the evenings
At night
Before bed
Frequently
In public
In secret
All the time
Forever
When possible
For fun
Occasionally
In the morning
At lunchtime
Around 4pm
In shifts
On the down-low
For a while now
For a long time
For maybe 10 minutes
For 30 years
For about a week
For 20 minutes

16
Briefcase
Cake
Dossier
Giant bee
Gerbil
Kitten
Bonsai tree
Wind chime
Pixie
Carrot
Kid
Ghetto blaster
Lamp
Video tape
Clown head
Dog
Keyboard
Big scary owl
Maneki neko
Giant rat head
Cheese
Creature
Turtle
Milkshake
Cafetiere
Parrot
Stunt crate
Gnome
Robot
Moneybag
Painting

17
Shooter
F*cker
Killer
Murderer
Stroker
Raider
Pounder
Slapper
Trafficker
Fiddler
Stabber
Stealer
Fapper
Poker
Kicker
Kidnapper
Beater
Fister
Hunter
Jabber
Sucker
Biter
Sadist
Fetishist
Wanker
Predator
Manipulator
Stretcher
Bully

18
The chicken shop
Neon tokyo
The west end
My basement
Wales
Fishy gary's
Graeme's back yard
Your mum's basement
The supermarket
My mum's house
Nigel's autoparts
A sewage pipe
Claire's bakery
Shelly's kitchen
Aunt ruby's cafe
Bredrin park
Vodkaville
The vortex club
The smatchi gallery
Loading bar
The crown pub
Charlie's sex dungeon
South wedinstone
Justin's vagabond supplies store
Nuzzlefish pet supplies
Alan's zucchini shop
Kennedy's chickenshack
The neon butt club
The pizza colosseum
Bob's carpark
The rainbow deathpit
A crack house

19
Flippin
Floppin
God damn
F*cking
Sh*tting
Totally
Seriously
Utterly
Insanely
Super
Mega
Ultra
Like,
Really
Totes
Blatantly
Dang
Flappin'
Proper
Radically
Consummately
Motherf*cking
100%
Full-on
Fully
Utterly
Intensely
Downright
Quite
Flaming
Monumentally
Very

20
A flippin
A floppin
A god damn
A f*cking
A sh*tting
A totally
A seriously
An utterly
An insanely
A super
A mega
An ultra
A like,
A really
A totes
A blatantly
A dang
A flappin'
A proper
A radically
A consummately
A motherf*cking
A 100%
A full-on
A fully
An utterly
An intensely
A downright
A quite
A flaming
A monumentally
A very

21
F*ck
Sh*t
Bananas
Doo dang
Hoo-ha
Ding-dong
Hell
Heck
Diddly doo
Jeebus
Battycrease
Rasclat
Bumbaclat
Bejesus
Mega-wang
Ass-flaps

22
Sticks
Bags
Stains
Flaps
Suckers
Faces
Heads
Burglars
Dumpsters
Humpers
Lovers
Haters
Eaters
Collectors
F*ckers
Hoarders

23
Terrible
Crappy
Dreadful
Sh*tty
Vile
Loathesome
Bad
Yucky
Horrific
Horrendous
Diabolical
Hateful
Shocking
Hideous
Ghastly
Heinous
Disgusting
Serious
Malignant
Repugnant
Heinous

24
A terrible
A crappy
A dreadful
A sh*tty
A vile
A loathesome
A bad
A yucky
A horrific
A horrendous
A diabolical
A hateful
A shocking
A hideous
A ghastly
A heinous
A disgusting
A serious
A malignant
A repugnant
A heinous

25
Saddened
Upset
Let down
Disheartened
Downhearted
Downcast
Depressed
Dispirited
Despondent
Dismayed
Crestfallen
Distressed
Frustrated

26
Average
Middle of the road
Moderate
Tolerable
Passable
Adequate
Fair
Inferior
Second-rate
Uninspired
Unexceptional
Unremarkable
Pedestrian
Lacklustre
Forgettable
Amateur
Ok
So-so
Not so hot

27
An average
A middle of the road
A moderate
A tolerable
A passable
An adequate
A fair
An inferior
A second-rate
An uninspired
An unexceptional
An unremarkable
A pedestrian
A lacklustre
A forgettable
An amateur
An ok
A so-so
A not so hot

28
Awesome
Breathtaking
Amazing
Stunning
Astounding
Astonishing
Awe-inspiring
Stupendous
Staggering
Extraordinary
Incredible
Magnificent
Wonderful
Spectacular
Phenomenal
Sublime
Formidable
Mind-boggling
Mind-blowing
Amazeballs
Badass
Champion
First-rate
Rad
Terrific

29
An awesome
A breathtaking
An amazing
A stunning
An astounding
An astonishing
An awe-inspiring
A stupendous
A staggering
An extraordinary
An incredible
A magnificent
A wonderful
A spectacular
A phenomenal
A sublime
A formidable
A mind-boggling
A mind-blowing
An amazeballs
A badass
A champion
A first-rate
A rad
A terrific

Thanks for voting BunnyLord.

Also for supporting indies, you lovely sentient being.